

INTERNET ADVERTISEMENT SYSTEM

ABSTRACT OF THE DISCLOSURE

An Internet advertisement system is provided which utilizes an advertisement server site and at least one
5 partner web site. The partner web site provides to end-user terminals by e-mail a web page on which one or more banners provided from an advertisement server site (3) are inserted. When a user clicks a browsed banner, content
10 linked to banner clicked on is retrieved from a content database and delivered to the user by e-mail.

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